THE ROLES OF ENVIRONMENTAL COLLECTIVE EFFICACY AND ALLOCENTRISM ON GREEN CAR PURCHASE INTENTION

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ABSTRACT

The deteriorating environmental quality and low green car sales in Malaysia highlight the imperative need to explore the role of consumers and the driving factors that influence their green car purchase intention in order to increase the demand for green cars. Therefore, based on the social cognitive theory, this study assessed the relationships of external environmental factors (social influence, green labelling, and economic incentives) and personal factors (environmental attitude, environmental knowledge, and past green purchase behaviour) with green car purchase intention. Furthermore, the mediating impact of environmental collective efficacy and the moderating impact of allocentrism on the aforementioned relationships were also investigated. This study employed multi-stage sampling method which included stratified sampling and systematic mall intercept strategies. This study successfully surveyed 417 consumers - aged 18 years and above - who visited the showrooms of Honda, Toyota, and Nissan in Kuala Lumpur and Penang. The results of the structural model supported 7 out of 13 direct hypothesised paths that involved the relationships of green labelling, economic incentives, environmental attitude, environmental collective efficacy, and green car purchase intention as well as the relationships of economic incentives, environmental attitude, environmental knowledge, and environmental collective efficacy. Additionally, the results demonstrated the mediating impact of environmental collective efficacy between economic incentives, environmental attitude, environmental knowledge and green car purchase intention. The results further revealed a significant relationship between social influence and green car purchase intention at low allocentric level, which demonstrated the moderating impact of allocentrism. The results of this study provide important insights to green marketing researchers, marketers and policy makers. Finally, the implications and limitations of the study as well as the suggestion for future research were discussed.

Keywords: Green car, green marketing, green purchase intention, environmental collective efficacy, allocentrism

ABSTRAK

Kualiti alam sekitar yang merosot dan jualan kereta mesra alam yang rendah di Malaysia menonjolkan kepentingan untuk memahami peranan pengguna dan faktor pemacu yang mempengaruhi niat pengguna untuk membeli kereta mesra alam bagi meningkatkan permintaan kereta mesra alam. Oleh itu, kajian ini menilai hubungan antara faktor persekitaran luar (khususnya pengaruh sosial, pelabelan hijau, dan insentif ekonomi) dan faktor peribadi (khususnya sikap terhadap alam sekitar, pengetahuan terhadap alam sekitar, dan tingkah laku pembelian hijau yang lalu) dengan niat pembelian kereta mesra alam berdasarkan teori kognitif sosial. Tambahan lagi, kesan pengantaraan keberkesanan kolektif persekitaran dan kesan penyederhanaan *allocentrism* terhadap hubungan yang telah disebut di atas juga dinilai. Kajian ini menggunakan kaedah pensampelan pelbagai peringkat yang merangkumi strategi pensampelan berstrata dan medan pintasan sistematik (*systematic mall intercept*). Kajian ini telah meninjau seramai 417 pengguna berusia 18 tahun ke atas yang melawat bilik pameran Honda, Toyota, dan Nissan di Kuala Lumpur dan Pulau Pinang. Keputusan ujian model struktur telah menyokong 7 daripada 13 hipotesis langsung yang melibatkan hubungan pelabelan hijau, insentif ekonomi, sikap terhadap alam sekitar, keberkesanan kolektif alam sekitar, dan niat membeli kereta mesra alam serta hubungan insentif ekonomi, sikap terhadap alam sekitar, pengetahuan terhadap alam sekitar dan keberkesanan kolektif alam sekitar. Di samping itu, dapatan kajian menunjukkan kesan pengantaraan keberkesanan kolektif alam sekitar terhadap hubungan antara insentif ekonomi, sikap terhadap alam sekitar, pengetahuan terhadap alam sekitar dengan niat pembelian kereta mesra alam. Hasil yang selanjutnya menunjukkan hubungan yang signifikan antara pengaruh sosial dan niat pembelian kereta mesra alam pada tahap *allocentric* yang rendah, iaitu ia menunjukkan kesan penyederhanaan *allocentrism*. Hasil kajian ini memberikan pandangan penting kepada penyelidik pemasaran hijau, pemasar dan pembuat dasar. Akhir sekali, implikasi kajian, batasan kajian, dan cadangan untuk penyelidikan masa depan telah dibincangkan.

Kata kunci: Kereta mesra alam, pemasaran hijau, niat pembelian mesra alam, keberkesanan kolektif alam sekitar, *allocentrism*

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LIST OF ABBREVIATIONS

TGI	Target Group Index
IPCC	Intergovernmental Panel on Climate Change
CO_2	Carbon dioxide
MITI	Ministry of International Trade and Industry
GGP	Government Green Procurement
KeTTHA	Ministry of Energy, Green Technology and Water
SCP	Sustainable Consumption and Production
GITA	Green Income Tax Allowance
GITE	Green Income Tax Exemption
EV	Electric vehicle
NAP	National Automotive Policy
CBU	Completely-built-up
CKD	Completely-knocked-down
EEV	Energy Efficient Vehicle
MAI	Malaysia Automotive Institute
MAA	Malaysia Automotive Association
GHG	Greenhouse gases
ICEV	Internal combustion engines
BEV	Battery electric vehicles
PHEV	Plug-in hybrid vehicles
REEV	Range-extended electric vehicles
TPB	Theory of planned behaviour
TRA	Theory of reasoned action
SCT	Social Cognitive Theory
SDC	Small-displacement (engine) car
PEV	Plug-in electric vehicle
IEA	International Energy Agency
SEM	Structural Equation Modelling
CB-SEM	Covariance-based structural equation modelling
PLS	Partial Least Square
CFA	Confirmatory factor analysis
CMV	Common method variance
CMB	Common method bias
VIF	Variance inflation factor
SC	Social influence
GL	Green labelling
EI	Economic incentives
EA	Environmental attitude
EK	Environmental knowledge
PGP	Past green purchase behavior
ECE	Environmental collective efficacy
A	Allocentrism

CHAPTER 1

INTRODUCTION

1.1 Background of Study

Our lifestyle is the main contributor to the rise of global environmental issues, particularly global warming and climate change, which are two apparent forms of environmental issues since the Industrial Revolution. Global warming and climate change have caused extreme weather patterns, such as hurricane and drought, colder weather in Northern Europe, and longer dry spell or extreme rainfall (Shah, 2015). For instance, the recent drought in the Eastern Mediterranean was among the worst for the past 900 years (NASA, 2016). In recent years, Malaysia has also encountered frequent extreme rainfall and flash flood due to climate change, which occurred less frequently in the past decades (Khor, 2018, Jan 15). The occurrence of climate change is also due to the expansion of "greenhouse effect" (Target Group Index (TGI), 2007; Intergovernmental Panel on Climate Change (IPCC), 2014) with air pollution or the emission of carbon dioxide (CO_2) (primarily from the extraction and burning of fossil fuels) as one of the key drivers of climate change (Institute for Advanced Sustainability Studies, 2017).

According to Silitonga, Atabani, and Mahlia (2012), the transport sector has occupied about 60% of the global oil consumption and 25% of the total global CO_2, which calls for concern. Therefore, most of the countries around the world took the initiative to introduce green car policies to produce low carbon emission through energy-efficient cars (Ministry of International Trade and Industry (MITI, 2018). With the increasing threat of global

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APPENDICES

Appendix A: Questionnaire

A green car purchase intention survey

Dear respondents,

I am a doctoral student at Universiti Utara Malaysia (UUM) whose PhD thesis focuses on green car purchase intention. This research will help in fulfilling the requirement for my study. All information provided will be treated as privacy and confidential and will be only used for academic purposes.

Please read each question carefully and answer it based on your personal opinions as there are no correct or incorrect responses. Thank you very much for spending your time to complete this questionnaire. I truly appreciate your willingness help in completing this research.

If you have any query related to your participation, please do not hesitate to contact me at asdeyu@gmail.com/lim_yi_jin@oyagsb.uum.edu.my or call me at 017-4596859 and I will be happy to discuss about it.

Thank you for your participation in this study.

Lim Yi Jin
PhD Researcher
Universiti Utara Malaysia (UUM),
Sintok, Kedah.

Demographic Profile

Please tick (√) on the answers for the following questions:

1. Gender Male ☐ Female ☐

2. Age

18-24 ☐ 35-44 ☐ 55-64 ☐

25-34 ☐ 45-54 ☐ 65 and above ☐

3. Educational Level

SPM or below ☐ Diploma ☐ Master or PhD ☐

STPM ☐ Bachelor degree ☐

4. Personal income (monthly)

Less than RM2000 ☐

2001-3000 ☐

3001-4000 ☐

4001-5000 ☐

More than 5000 ☐

5. Household size

2 ☐

3-4 ☐

5-6 ☐

7 or more ☐

6. Number of vehicles owned by family: _____

GREEN CAR refers to hybrid car, electric car or plug-in hybrid car **IN THIS QUESTIONNAIRE**

Section A: Please **tick (√)** on the number that best describes the degree to which you **agree or disagree** with each of the following statements

Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly Agree
1	2	3	4	5	6	7

Green Car Purchase Intention

		1	2	3	4	5	6	7
1.	I will recommend the use of the green car to other people although I still don't have a green car (hybrid car, electric car or plug-in hybrid car).							
2.	I have the intention to drive a green car in the near future.							
3.	I intend to purchase green car in order to save fuel.							
4.	I intend to purchase green car in order to save the environment.							
5.	The possibility of my purchasing the green car is high.							

Environmental Attitude

		1	2	3	4	5	6	7
1.	I am concerned about the environmental impact of driving my current car.							
2.	I am willing to spend more on a car that has lower pollution levels.							
3.	I think it is my responsibility to reduce the environmental impact of driving my future car.							
4.	I am willing to spend more money on a car that has better fuel economy.							

Environmental Knowledge

		1	2	3	4	5	6	7
1.	I am very knowledgeable in knowing what to do to protect the environment.							

2.	I know what is meant by renewable energy sources.							
3.	I know what is meant by hybrid technology.							
4.	I can list at least five types of action to protect the environment in our daily lives.							
5.	I can explain what is meant by recycling.							
6.	I often read more information on how to save the environment.							

Green Labelling

		1	2	3	4	5	6	7
1.	Eco-labels are eye catching for green cars.							
2.	Sufficient information is provided for green cars.							
3.	I believe that information on the labels provided for green cars are easy to read.							
4.	Green cars are marketed to me in an engaging way which I really find relevant to my lifestyle.							

Economic Incentives

		1	2	3	4	5	6	7
1.	The high fuel prices make me consider buying green car.							
2.	More stringent laws in regulations on fuel for tail emission would make me consider buying green car.							
3.	I would consider buying green car if there is a subsidy for CBU (fully imported) green cars.							
4.	I would consider buying green car if interest-free loan is provided for green car							
5.	I would consider buying green car if the subsidy would be more than provided now for CKD (imported in part and then assembled locally) green cars							
6.	I would buy green car if there are discount rates for the insurance of green car.							

Social Influence

		1	2	3	4	5	6	7
1.	I will purchase green car if my family or friends approve it.							
2.	It is important that others like the products that I purchase.							
3.	I like to know what products make good impressions on others.							
4.	If I want to be like someone, I often buy the same product that they purchase.							
5.	I often observe what others are purchasing to ensure that I purchase the right product.							
6.	If I have little experience with a product, I often ask my family or friends about the product.							

Allocentrism

		1	2	3	4	5	6	7
1.	I would like to live near to my close friends.							
2.	I agree with friends on where to go for shopping.							
3.	I agree with friends on where to go for dining.							
4.	When a friend does me a favor, I feel obligated to return the favor.							
5.	Forming a group of friends do not bring any loss; it can only help me.							
6.	To do well in life, the help of friends is crucial.							
7.	One of the pleasures in life is to be interdependently related to others.							
8.	One of the pleasures of life is to feel part of a large group of people.							

Environmental Collective Efficacy

		1	2	3	4	5	6	7
1.	I believe that we as members of community can together **reduce pollutions** by driving green car (hybrid car, electric car or plug-in hybrid car).							
2.	I believe that we as members of community can together **help mitigate global climate change** by driving green car.							
3.	I believe that we as members of community can **make our environment cleaner through pro-environmental behavior** such as driving green car.							

4.	I believe that we as members of community can together **encourage more and more people to behave in an eco-friendly way** such as driving green car.							
5.	I believe that we as members of community can help to **solve environmental problem effectively** by driving green car.							

Section B: Please **tick (√)** on the number that best describes the degree to which you **agree or disagree** with each of the following statements

Never	Very Rarely	Rarely	Neutral	Occasionally	Often	Always
1	2	3	4	5	6	7

Past Green Purchasing Behavior

		1	2	3	4	5	6	7
1.	How often do you buy green products such as organic based products?							
2.	How often do you buy products that are labelled as environmentally safe?							
3.	How often do you buy products that are against animal-testing?							
4.	How often do you buy products that contain no or fewer chemical ingredients?							
5.	How often do you look for a certified environmentally-safe or organic stamp/logo when you consider buying a product?							
6.	How often do you buy products that use recycled/recyclable packaging?							

THANK YOU

Appendix B: Data Collection Letter

OTHMAN YEOP ABDULLAH GRADUATE SCHOOL OF BUSINESS
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UUM/OYAGSB/R-4/4/1
24 July 2018

TO WHOM IT MAY CONCERN

Dear Sir/Madam,

LETTER OF RECOMMENDATION FOR DATA COLLECTION AND RESEARCH WORK

This is to certify that **Lim Yi Jin (Matric No: 901224)** is a student of Othman Yeop Abdullah Graduate School of Business, Universiti Utara Malaysia persuing her Doctor of Philosophy (PhD). She is conducting a research entitled ***"The Roles of Environmental Collective Efficacy and Collectivism in Understanding the Relationship Among Environment, Personal and Green Car Purchase Intention"*** under the supervision of Assoc. Prof. Dr. Selvan Perumal.

In this regard, we hope that you could kindly provide assistance and cooperation for her to successfully complete the research. All the information gathered will be strictly used for academic purposes only.

Your cooperation and assistance is very much appreciated.

Thank you.

"BERKHIDMAT UNTUK NEGARA"
"KEDAH AMAN MAKMUR – HARAPAN BERSAMA MAKMURKAN KEDAH"
"ILMU, BUDI, BAKTI"

Yours faithfully,

ROZITA BINTI RAMLI
Assistant Registrar
for Dean
Othman Yeop Abdullah Graduate School of Business

c.c - Supervisor
- Student's File (901224)

Appendix C: Content Validity Form

Introduction:
My name is Lim Yi Jin, a PhD. candidate from Universiti Utara Malaysia. I am currently doing my thesis entitled — **The role of environmental collective efficacy and collectivism in understanding the relationship among environment, personal and green car purchase intention**. I am in the process of developing instruments to measure each variable for my study.

Purpose of pre-test:
The aim of this pre-test is to test the reliability and validity of the questionnaire. It is also to ensure that the words and scales used in the questionnaire are clear and easy to understand.

Procedures for pre-test:
1) Your participation in this pre-test is voluntary and completely confidential.
2) Read the directions before you start to answer the questions.
3) After completion, you will be requested to complete the pre-test form attached. This form will ask you on how understandable words or scales were used in the questionnaire.
4) You may also make any suggestions to improve the clarity of the questionnaire.

I really appreciate your time and effort in assisting me with this pre-test. Thank you.

Best regards,
Lim Yi Jin

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The scale items have been developed to measure each construct as shown below. Please read each item and score (X) for its relevance, and simplicity in representing this concept.

a) **Green Car Purchase Intention** is a purchase consideration process to give preferences to green cars which including hybrid car, electric car or plug-in hybrid car over non-green or conventional car to express concern to the environment.
b) **Environmental attitude** refers to the affective and conative appraisal of the potential car buyers to behave consonantly agreeable or disagreeable manner on the using of green vehicles.
c) **Environmental knowledge** refers to the extent to which the potential car buyers' understandability and awareness of environmental issue which subsequently lead them to behave in socially responsible manner.
d) **Past green purchasing behavior** refers to the past experience on purchase of goods and services that are intrinsically and extrinsically environmentally friendly (either green in nature, organically planted, against animal cruelty or fairly traded products from a developing country).
e) **Social influence** refers to the degree to which potential car buyers need to acquire approval, opinions and information from people important to them when purchasing green products.
f) **Green labelling** refers to the product's label contains environmentally significant information to notify consumers at the point of sales to increase the tendency to purchase sutainable products.
g) **Economic incentives** refer to financial inducement that government or any related parties offer to promote green car purchases.
h) **Environmental collective efficacy** refers to the belief that the members within a community possess capabilities to collectively attain desired outcomes.
i) **Allocentrism** refers to personal culture value that an individual possessed whereby the respondents tend to follow the norms, responsibility and obligations in the group or community they belong to, even they are willing to sacrifice own benefits to accomplish the group or community's objectives.

Relevance:	Simplicity:
1- Not Relevant 2- Item needs some revision 3- Relevant 4- Very relevant	1- Not simple 2- Item needs some revision 3-Simple 4-Very simple

Green car purchase intention	Relevancy Rating				Simplicity Rating			
	1	2	3	4	1	2	3	4
1. I expect to drive a green car in the near future.								
2. I will recommend the use of the green car to other people.								
3. I have the intention to drive a green car in the near future.								
4. I intend to purchase green car in order to save gasoline.								
5. I intend to purchase green car out of concern for the environment.								
6. The possibility of my purchasing the green car is high.								
Environmental Attitude	Relevancy Rating				Simplicity Rating			
	1	2	3	4	1	2	3	4
7. I am concerned about the environmental impact of driving my car.								
8. I am willing to spend more on a car that has lower pollution levels.								
9. I think it is my responsibility to reduce the environmental impact of driving my car.								
10. I am willing to spend more on a car that has better fuel economy.								
Environmental Knowledge	Relevancy Rating				Simplicity Rating			
	1	2	3	4	1	2	3	4
11. I am very knowledgeable in knowing what to do to protect the environment.								
12. I know what is meant by renewable energy								

sources.								
13. I know what is meant by hybrid technology.								
14. I can list at least five types of action to protect the environment in our daily lives.								
15. I can explain what is meant by recycling.								
16. I often read to absorb more information about how to save the environment.								
Past Green Purchasing Behaviour	Relevance Rating				Simplicity Rating			
	1	2	3	4	1	2	3	4
17. I often buy organic products.								
18. I often buy products that are labeled as environmentally safe.								
19. I often buy products that are against animal-testing.								
20. I often buy products that contain no or fewer chemical ingredients.								
21. When I consider buying a product, I will look for a certified environmentally-safe or organic stamp.								
22. I often buy products that use recycled/ recyclable packaging.								
Social influence	Relevance Rating				Simplicity Rating			
	1	2	3	4	1	2	3	4
23. How often do you discuss with the people important to you about environmental-related subjects?								
24. How often people important to you tell you about the things that are related to environment or green living?								
25. How much do you learn from people important to you about environmental-related subjects?								
26. How often people important to you recommended environmentally friendly products to you?								
27. How often you went shopping for green products with people important to you?								
28. How often people important to you shared about product experiences and information with you?								

Green Labelling	Relevance Rating				Simplicity Rating			
	1	2	3	4	1	2	3	4
29. Eco-labels are eye catching for green products.								
30. Sufficient information is provided for green cars.								
31. I believe that information on the labels provided for green cars are easy to read.								
32. Green cars are marketed to me in a way which I really find engaging and relevant to my lifestyle								
Economic Incentives	Relevance Rating				Simplicity Rating			
	1	2	3	4	1	2	3	4
33. The high fuel price makes me consider buying green car.								
34. More stringent laws enforced on fuel for tail emission would make me consider buying green car.								
35. I would consider buying green car if there is a subsidy for CBU (fully imported) green cars.								
36. I would consider buying green car if interest-free loan is provided for green car.								
37. If the subsidy would be more than that provided now for CKD (imported in part and then assembled locally) green cars, I would consider buying green car.								
38. I would buy green car if there are discount rates for the insurance of green car.								
Environmental collective efficacy	Relevance Rating				Simplicity Rating			
	1	2	3	4	1	2	3	4
39. I believe that we as members of one community can together help mitigate global climate change by driving green car.								
40. I believe that we as members of one community can make our environment cleaner through pro-environmental behavior such as driving green car.								
41. I believe that we as members of one community can together encourage more and more people to behave in an eco-friendly way such as driving green car.								
42. I believe that we as members of one community can help to solve environmental problem effectively by driving green car.								

Allocentrism	Relevance Rating				Simplicity Rating			
	1	2	3	4	1	2	3	4
43. I would like to live near close friends.								
44. I agree with friends on where to go shopping.								
45. I agree with friends on where to go dining.								
46. When a friend does me a favour, I feel obligated to return the favor.								
47. Forming a group of friends does not bring any loss; it can only help me.								
48. To do well in life, the help of friends is crucial.								
49. One of the pleasures in life is to be interdependently related to others.								
50. One of the pleasures of life is to feel part of a large group of people.								

CONTENT VALIDITY EVALUATION FORM

Please answer the following questions or make any comments upon the completion of your questionnaire.

1. How long did it takes for you to fill out this questionnaire?

_____ minutes

2. Were the questions understandable?
Yes No

If no, please indicate the question number and what needs to be clarified.

Question number	Clarification

3. Overall, what suggestions do you have to improve the questionnaire?

_____
_____
_____
_____

Thank you for your assistance in this pre-test

Appendix D: Past Studies on Green Behaviour in Malaysia

Authors	Variables	Findings	Theories
(Sinnappan & Rahman, 2011)	- Social influences - Environmental attitude - Environmental concern - Perceived seriousness of environmental problems - Perceived effectiveness of environmental behaviour - Perceived environmental responsibility - Concern for self-image in environmental protection - Government's role	All variables are significant, only social influence insignificant (Best predictor is environmental attitude)	Theory of Reasoned Action (TRA)
(Mun, 2014)	-Demographic - Social influence - Environment attitude - Environmental concern - Perceived seriousness of environmental problems - perceived environmental responsibility - perceived effectiveness of environmental behaviour - government initiative	Monthly income, perceived environmental responsibility, environmental concern and perceived seriousness of environmental problems are significant. The rest of the variables are insignificant.	Theory of Reasoned Action (TRA) and Theory of Planned Behaviour (TPB)
(Shahnaei, 2012)	Demographic and individual difference - income - time that consumers are trend to use to find green product - additional money that are trend to pay - knowledge about the environment and green product - green attitude and green values	All variables indicated significant (Best predictor- income)	Not applicable
(Mei, Ling, & Hooi, The antecedents of green purchase intention among Malaysian consumers, 2012)	- Environmental knowledge - Environmental Attitude - Government initiative - Peer pressure - Eco-label	Conceptual paper	Not applicable

Authors	Variables	Findings	Theories
(Lasuin & Ching, 2014)	- Environmental Concern - Social influence - Self-image	Social influence insignificant (gender and ethnic no moderating effect)	Theory of Reasoned Action (TRA)
(Tan & Lau, 2010)	- environmental attitude - green purchase attitude - perceived consumer effectiveness	Environmental attitude insignificant	Not applicable
(Rahbar & Wahid, The Malaysian consumer and the environment : Purchase behavior, 2010)	- attitude towards individual responsibility in environmental protection - attitude towards government and industry role in environmental protection - attitude towards financial role in environmental protection - knowledge about environmental issues	2 and 3 significant, 1 and 4 insignificant	Theory of Reasoned Action (TRA)
(Kong, Harun, Sulong, & Lily, 2014)	- Green product perception - Green packaging - Green product value - Eco-label - Green corporate perception - Green advertisement	Green advertising and green packaging insignificant	Not applicable
(Rahim, Shamsudin, Radam, & Mohamed, 2011)	Attitude - Salient beliefs Products' significance Purchase benefits Purchase attributes - Evaluation of the outcome Product characteristics Individual importance	Purchase benefits negative	Theory of Reasoned Action (TRA)
(Rahbar & Wahid, 2011)	Green marketing tools - trust to eco-label and eco-brand - eco-label - eco-brand - environmental advertisement	Eco-brand and green marketing tools (trust to eco-label and eco-brand) are significant	Not applicable

Authors	Variables	Findings	Theories
(Tayeb, Zailani, & Jayaraman, 2010)	- Regulations - Customer pressures -Social responsibility - Expected business benefits Control variable: - type of industry - number of employees - firm ownership - number of suppliers - participation in green associations	All is significant	Not applicable
(Chekima, Wafa, Igau, & Chekima, 2015)	- Environmental attitude - Eco-label - Long term orientation (Cultural value)	All is significant (Best predictor-Eco-label)	Theory of Planned Behaviour (TPB)
(Goh & Balaji, 2016)	- green skepticism (GK)	-GK and GPI (negative) - EK and EC and DV(positive) - EK mediate btw EC and GPI EK and EC mediate btw GK and GPI	Attitude-behaviour-context theory
(Suki, 2017)	- Product quality (PQ) - Corporate image (CI) - Store image (SI) - Product price (PP)	-PQ-CS (significant) - PQ-CL (significant) - PQ, CI, PP-CS (significant) - PQ, CI, PP-CL (insignificant) - CS-CL (significant)	Not applicable
(Suki & Suki, 2015)	Consumption values - Functional value - Social value - Emotional value - Conditional value - Epistemic value	Only social value and epistemic value are significant	Theory of consumption value

Authors	Variables	Findings	Theories
(Suki, 2015)	- Environmental friendliness of product (EFP) - Environmental Friendliness of company (EFC)	-EFP-CES (significant) - CES-CL (significant) - EFP-CL (significant) - EFC-CES and CL (insignificant) - CES partial mediate EFP and CL - CES not mediate EFC and CL	Not applicable
(Kianpour, Anvari, Jusoh, & Othman, 2014)	- Reference group - Environmental laws and regulation - Promotional tools - Knowledge about the environmental issues, perceived consumer effectiveness and environmental concern	All significant	Not applicable
(Azizan & Suki, 2014)	- Health consciousness - Environmental attitude - Eco-labelling - Environmental knowledge	Environmental attitude (best predictor) - Eco-label insignificant	Not applicable
(Lim, Ting, Bonaventure, Sendiawan, & Tanusina, 2013)	Green washing	Green washing will bring a more cautious future purchasing behaviour	Not applicable
(Suki, Suki, & Azman, 2016)	Green marketing awareness (GMA)	-GMA and CSR (significant) - GMA and CPI (significant) - CSR and CPI (significant) - CSR (partially mediated)	Not applicable

Authors	Variables	Findings	Theories
(Wahid, Rahbar, & Shyan, 2011)	- social influence - concern of self-image - ecological affect - environmental label - environmental knowledge - environmental attitude - environmental concern	- 40% of DV could be explained by IV - self-image, eco-affect, waste related knowledge, e-attitude insignificant. - social influence (best predictor) (β=0.38, P<0.01)	Theory of Reasoned Action (TRA)
(Rashid, 2009)	- Attitude towards environmental protection - Environmental knowledge	Eco-label awareness moderate IV and DV	Not applicable
(Suki, 2013)	- Consumers' environmental concerns - Awareness of green product - Awareness of price - Awareness of brand image	-72.3% of DV could be explained by IV - Awareness of price, brand image (significant)	Not applicable
(Tsen, Hasan, & Buncha, 2006)	Attitudes - Importance of being environmentally friendly - Inconvenience of being environmentally friendly - Severity of environmental problems - Level of responsibility of corporations Behaviours - Considering environmental issues when making a purchase - Recycling - Buying environmentally harming product Values - Individualism - Collectivism - Security - Fun/Enjoyment	- Level of responsibility of corporation, buying environmentally harming products, security, fun/enjoyment and individualism (negative)	Not applicable
(Noor, Masuod, Said, Kamaruzaman, & Mustafa, 2016)	- Green Awareness - Green Commitment - Green companies - Green circle (family and friends) - Green experience	Green awareness, green commitment, green companies (significant)	Not applicable

Authors	Variables	Findings	Theories
(Aman, Harun, & Hussein, 2012)	- Environmental Knowledge (EK) - Environmental concern (EC)	- EK and GPI (significant) 0.30 - EC and GPI (significant) 0.213 - EK and A (insignificant) - EC and A (significant) - A and GPI (significant) 0.312 - A partially mediate btw EC and GPI - A not mediated btw EK and GPI	Theory of Reasoned Action (TRA)
(Ling, 2013)	- environmental attitudes (EA) - social influence (SI) - self-efficacy (SE) - store image (SI) - roles of salesperson (RS)	- EA, SE significantly influence PI - WTP and PI (significant) but has least influence - WTP moderated EA and GPI in negative way	Theory of Planned Behaviour (TPB)
(Rezai, Teng, Mohamed, & Shamsudin, 2013)	- Gender - Geographical area - Income - Consumers' references - Motivation - Intention to purchase - Perception - Environmental Concern - Food safety - Knowledge of green foods - Age - Education level	All significant except for age and education level	Theory of Planned Behaviour (TPB)
(Rezai, Teng, Mohamed, & Shamsudin, 2013)	- Socio-demographic factors (Gender, living area, age, education level, income)	- gender and education level - E (positive) - Urban areas, education level, age (26 to 40 years) - H (significant) - All except gender - W (significant) - Gender, Education level, income, age- C (significant)	Not applicable

Authors	Variables	Findings	Theories
(Saleki & Seyedsaleki, 2012)	- Organic Knowledge - Environmental concern - Price consciousness - Subjective norms - Quality - Familiarity	Conceptual paper	Theory of Reasoned Action (TRA) and Theory of Planned Behaviour (TPB)
(Mei, Ling, & Piew, 2012)	- Environmental knowledge - Environmental attitude - Government initiative - Peer pressure - Eco-label	All is significant except for eco-label	Theory of Reasoned Action (TRA)
(Afroz, Masud, Akhtar, Islam, & Duasa, 2015)	- Attitudes towards electric vehicles (ATEVs) - Subjective norms (SNs) - Perceived behavioral control (PBC) - Environmental consequence (EC) - Individual preferences (IP)	All significant except for EC and IP	Theory of Planned Behaviour (TPB)
(Yusof, Singh, & Razak, 2013)	- Responsibility feeling (RF) - Environmental values (EV) - Environmental knowledge (EK) - Perception of environmental advertisement (PEA) - Perception of eco-labelling (PEL) - Perception of env-friendly automobile (PEFA)	RF → PEA (+) EV → PEA (+) EK → PEA (-) RF → PEFA (+) EV→ PEFA (+) EK → PEL (+) PEA → PI (-) PEL → PI (+)	Not applicable
(Jayaraman, Yun, Seo, & Joo, 2015)	- Environment attitude (EA) - Social influence (SI) - Awareness of responsibility (AW) - Past experience of driving non-hybrid cars (PE) - moderator	- All variables are significant. - PE (no moderation)	Theory of Planned Behaviour (TPB) and Norm Activation Theory (NAT)

Appendix E: Common Method Variance (CMV)

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	19.798	39.597	39.597	19.798	39.597	39.597
2	3.567	7.135	46.731			
3	3.289	6.577	53.309			
4	2.831	5.662	58.971			
5	2.211	4.422	63.393			
6	1.886	3.773	67.166			
7	1.472	2.943	70.109			
8	1.382	2.765	72.874			
9	1.118	2.236	75.110			
10	.927	1.855	76.965			
11	.855	1.710	78.675			
12	.730	1.459	80.134			
13	.652	1.303	81.437			
14	.568	1.135	82.572			
15	.547	1.094	83.666			
16	.509	1.017	84.684			
17	.469	.938	85.621			
18	.443	.886	86.508			
19	.426	.852	87.360			
20	.405	.811	88.171			
21	.386	.771	88.942			
22	.364	.728	89.670			
23	.351	.701	90.371			
24	.308	.617	90.988			
25	.302	.604	91.592			
26	.284	.568	92.160			
27	.276	.553	92.713			
28	.275	.550	93.262			
29	.254	.507	93.770			
30	.246	.493	94.263			
31	.235	.469	94.732			
32	.206	.413	95.145			
33	.201	.401	95.546			

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
34	.195	.390	95.936			
35	.189	.378	96.314			
36	.183	.366	96.679			
37	.179	.359	97.038			
38	.169	.339	97.376			
39	.159	.318	97.695			
40	.151	.302	97.997			
41	.145	.291	98.288			
42	.133	.266	98.554			
43	.126	.253	98.806			
44	.116	.232	99.039			
45	.105	.210	99.249			
46	.092	.183	99.432			
47	.084	.168	99.600			
48	.077	.154	99.754			
49	.067	.134	99.888			
50	.056	.112	100.000			

Extraction Method: Principal Component Analysis

Appendix F: SPSS Results

I. Frequency Table

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	188	45.1	45.1	45.1
	Female	229	54.9	54.9	100.0
	Total	417	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-24	27	6.5	6.5	6.5
	25-34	315	75.5	75.5	82.0
	35-44	61	14.6	14.6	96.6
	45-54	10	2.4	2.4	99.0
	55-64	3	.7	.7	99.8
	65 and above	1	.2	.2	100.0
	Total	417	100.0	100.0	

Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SPM or below	15	3.6	3.6	3.6
	STPM	9	2.2	2.2	5.8
	Diploma	33	7.9	7.9	13.7
	Bachelor degree	293	70.3	70.3	83.9
	Master or PhD	67	16.1	16.1	100.0
	Total	417	100.0	100.0	

Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than RM2000	51	12.2	12.2	12.2
	RM2001-3000	63	15.1	15.1	27.3
	RM3001-4000	100	24.0	24.0	51.3
	RM4001-5000	74	17.7	17.7	69.1
	More than RM5000	129	30.9	30.9	100.0
	Total	417	100.0	100.0	

Household

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	92	22.1	22.1	22.1
	3-4	154	36.9	36.9	59.0
	5-6	133	31.9	31.9	90.9
	7 or more	38	9.1	9.1	100.0
	Total	417	100.0	100.0	

Vehicles

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	73	17.5	17.5	17.5
	2	146	35.0	35.0	52.5
	3	86	20.6	20.6	73.1
	4	53	12.7	12.7	85.9
	5	33	7.9	7.9	93.8
	6	26	6.2	6.2	100.0
	Total	417	100.0	100.0	

II. Descriptive Analysis

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
MeanGPI	417	1.00	7.00	5.5463	1.20008
MeanEA	417	1.00	7.00	5.2266	1.15201
MeanEK	417	1.00	7.00	5.3617	1.09061
MeanGI	417	1.00	7.00	4.8609	1.21594
MeanEI1	417	1.00	7.00	5.5811	1.16093
MeanSI	417	1.00	7.00	4.3181	1.40907
MeanC	417	1.00	7.00	5.1409	1.07767
MeanECE	417	1.00	7.00	5.5751	1.21305
MeanPGP	417	1.00	7.00	4.6890	1.21891
Valid N (listwise)	417				

Appendix G: Assessment of Measurement Model

Outer Loadings

	Allocentrism	Attitude	Efficacy	Incentives	Intention	Knowledge	Label	Past Behavior	Social
A1	0.705								
A2	0.764								
A3	0.789								
A4	0.749								
A5	0.831								
A6	0.843								
A7	0.851								
A8	0.84								
EA1		0.812							
EA2		0.876							
EA3		0.9							
EA4		0.774							
ECE1			0.938						
ECE2			0.964						
ECE3			0.969						
ECE4			0.938						
ECE5			0.937						
EI1				0.756					
EI2				0.763					
EI3				0.899					
EI4				0.913					
EI5				0.914					
EI6				0.91					
EK1						0.834			

Outer Loadings

	Allocentrism	Attitude	Efficacy	Incentives	Intention	Knowledge	Label	Past Behavior	Social
EK2						0.854			
EK3						0.851			
EK4						0.873			
EK5						0.876			
EK6						0.806			
GL1							0.778		
GL2							0.856		
GL3							0.896		
GL4							0.889		
GPI1					0.842				
GPI2					0.924				
GPI3					0.9				
GPI4					0.903				
GPI5					0.872				
PGP1								0.826	
PGP2								0.881	
PGP3								0.762	
PGP4								0.805	
PGP5								0.885	
PGP6								0.848	
SI1									0.796
SI2									0.89
SI3									0.877
SI4									0.82
SI5									0.826
SI6									0.715

Internal Consistency and Convergent Validity Analysis

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Allocentrism	0.918	0.922	0.933	0.637
Attitude	0.862	0.876	0.907	0.709
Efficacy	0.973	0.973	0.979	0.901
Incentives	0.929	0.93	0.945	0.743
Intention	0.933	0.935	0.949	0.79
Knowledge	0.923	0.926	0.939	0.721
Label	0.878	0.883	0.916	0.733
Past Behavior	0.914	0.922	0.933	0.698
Social	0.904	0.906	0.926	0.677

Appendix H: Assessment of Structural Model

I. Mediation Model

Multicollinearity test

	Attitude	Efficacy	Incentives	Intention	Knowledge	Label	Past Behavior	Social
Attitude		2.046		2.175				
Efficacy				2.055				
Incentives		1.782		2.037				
Intention								
Knowledge		1.915		1.947				
Label		1.899		1.914				
Past Behavior		1.385		1.389				
Social		1.548		1.551				

Path Coefficient included all direct effects

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Attitude -> Efficacy	0.251	0.253	0.07	3.596	0
Attitude -> Intention	0.311	0.315	0.07	4.462	0
Efficacy -> Intention	0.228	0.223	0.06	3.81	0
Incentives -> Efficacy	0.353	0.351	0.055	6.467	0
Incentives -> Intention	0.272	0.275	0.049	5.595	0
Knowledge -> Efficacy	0.124	0.127	0.053	2.352	0.009
Knowledge -> Intention	0.014	0.013	0.051	0.283	0.389
Label -> Efficacy	0.085	0.081	0.053	1.589	0.056
Label -> Intention	0.141	0.139	0.062	2.284	0.011
Past Behavior -> Efficacy	0.044	0.043	0.046	0.967	0.167
Past Behavior -> Intention	-0.045	-0.044	0.038	1.179	0.119
Social -> Efficacy	0.035	0.035	0.041	0.832	0.203
Social -> Intention	-0.046	-0.047	0.057	0.808	0.21

Confidence interval bias correlate (for direct effect)

	Original Sample (O)	Sample Mean (M)	Bias	5.00%	95.00%
Attitude -> Efficacy	0.251	0.253	0.002	0.132	0.362
Attitude -> Intention	0.311	0.315	0.005	0.195	0.425
Efficacy -> Intention	0.228	0.223	-0.005	0.131	0.326
Incentives -> Efficacy	0.353	0.351	-0.002	0.265	0.45
Incentives -> Intention	0.272	0.275	0.003	0.19	0.344
Knowledge -> Efficacy	0.124	0.127	0.003	0.036	0.215
Knowledge -> Intention	0.014	0.013	-0.001	-0.061	0.104
Label -> Efficacy	0.085	0.081	-0.004	0.003	0.178
Label -> Intention	0.141	0.139	-0.002	0.034	0.237
Past Behavior -> Efficacy	0.044	0.043	-0.001	-0.029	0.125
Past Behavior -> Intention	-0.045	-0.044	0	-0.105	0.018
Social -> Efficacy	0.035	0.035	0.001	-0.037	0.1
Social -> Intention	-0.046	-0.047	-0.001	-0.133	0.057

R-Square

	R Square	R Square Adjusted
Efficacy	0.513	0.506
Intention	0.566	0.558

F Square

	Attitude	Efficacy	Incentives	Intention	Knowledge	Label	Past Behavior	Social
Attitude		0.063		0.102				
Efficacy				0.058				
Incentives		0.143		0.084				
Intention								
Knowledge		0.017		0				
Label		0.008		0.024				
Past Behavior		0.003		0.003				
Social		0.002		0.003				

Q2 (CVR)

	SSO	SSE	Q^2 (=1-SSE/SSO)
Attitude	1,668.00	1,668.00	
Efficacy	2,085.00	1,191.21	0.429
Incentives	2,502.00	2,502.00	
Intention	2,085.00	1,221.47	0.414
Knowledge	2,502.00	2,502.00	
Label	1,668.00	1,668.00	
Past Behavior	2,502.00	2,502.00	
Social	2,502.00	2,502.00	

Total indirect effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Attitude -> Efficacy					
Attitude -> Intention	0.057	0.056	0.021	2.695	0.007
Efficacy	-> Intention				
Incentives -> Efficacy					
Incentives -> Intention	0.08	0.078	0.024	3.322	0.001
Knowledge -> Efficacy					
Knowledge -> Intention	0.028	0.028	0.014	1.981	0.048
Label -> Efficacy					
Label -> Intention	0.019	0.019	0.014	1.406	0.16
Past Behavior -> Efficacy					
Past Behavior -> Intention	0.01	0.01	0.011	0.932	0.352
Social -> Efficacy					
Social -> Intention	0.008	0.008	0.01	0.797	0.425

Confidence interval bias correlated (Total indirect effect) (2nd option)

	Original Sample (O)	Sample Mean (M)	Bias	2.50%	97.50%
Attitude -> Efficacy					
Attitude -> Intention	0.057	0.056	-0.001	0.025	0.114
Efficacy -> Intention					
Incentives -> Efficacy					
Incentives -> Intention	0.08	0.078	-0.002	0.04	0.137
Knowledge -> Efficacy					
Knowledge -> Intention	0.028	0.028	-0.001	0.008	0.067
Label -> Efficacy					
Label -> Intention	0.019	0.019	-0.001	-0.001	0.054
Past Behavior -> Efficacy					
Past Behavior -> Intention	0.01	0.01	0	-0.008	0.035
Social -> Efficacy					
Social -> Intention	0.008	0.008	0	-0.01	0.03

II. Moderation Model

Multicollinearity test

	Allocentrism	Attitude	Efficacy	Incentives	Intention	Knowledge	Label	Past Behavior	Social
Allocentrism					1.872				
Attitude			2.046		2.175				
Efficacy					2.141				
Incentives			1.782		2.039				
Intention									
Knowledge			1.915		2.042				
Label			1.899		1.934				
Past Behavior			1.385		1.39				
Social			1.548		1.708				

R square

	R Square	R Square Adjusted
Efficacy	0.513	0.506
Intention	0.578	0.564

F square

	Allocentrism	Attitude	Attitude*Allocentrism	Efficacy	Incentives	Incentives*Allocentrism	Intention
Allocentrism							0.009
Attitude				0.063			0.099
Attitude*Allocentrism							0.002
Efficacy							0.061
Incentives				0.143			0.079
Incentives*Allocentrism							0.002
Intention							
Knowledge				0.017			0
Knowledge*Allocentrism							0
Label				0.008			0.025
Label*Allocentrism							0.003
Past Behavior				0.003			0.004
Past behavior*Allocentrism							0
Social				0.002			0
Social*Allocentrism							0.012

Bootstrapping at 2000 subsample

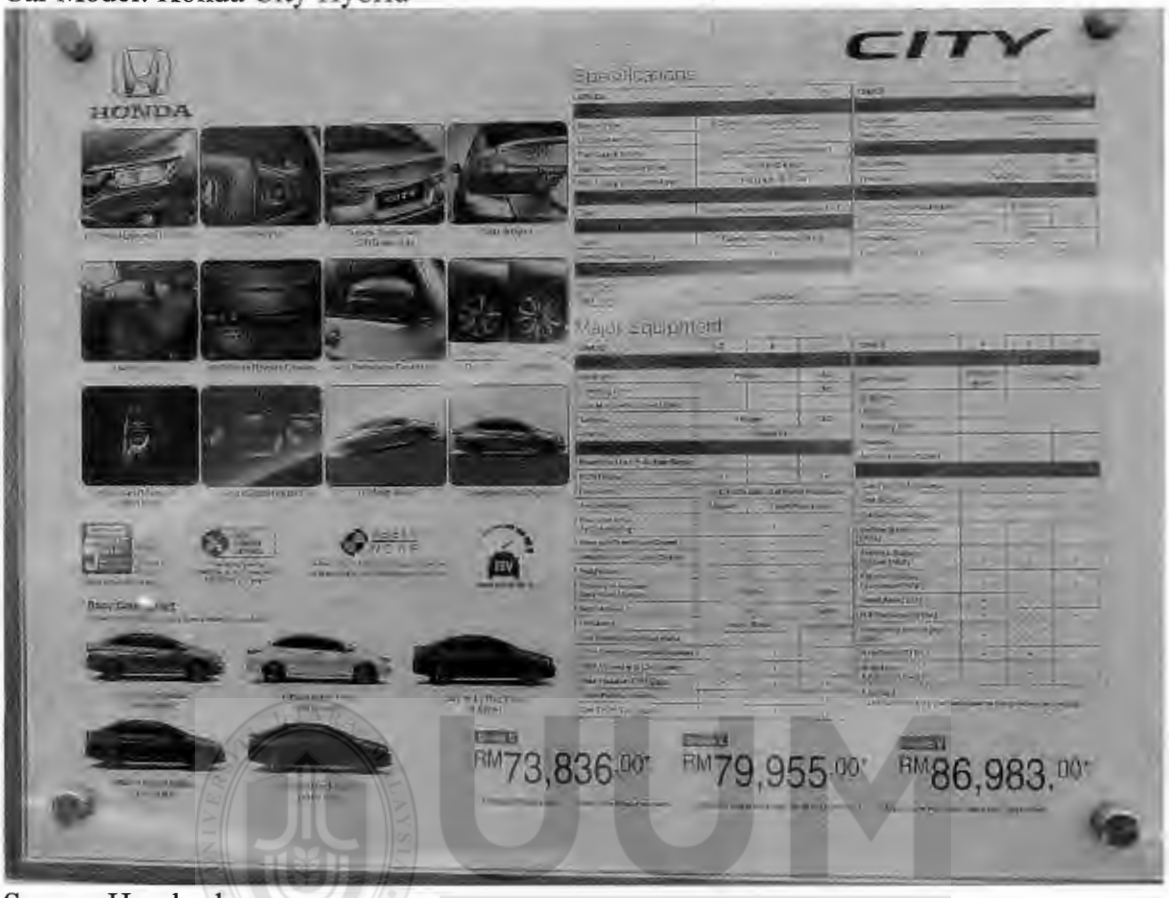
	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Allocentrism -> Intention	-0.089	-0.081	0.053	1.676	0.047
Attitude -> Efficacy	0.251	0.253	0.068	3.685	0
Attitude -> Intention	0.317	0.316	0.068	4.648	0
Attitude*Allocentrism -> Intention	0.046	0.047	0.084	0.554	0.29
Efficacy->Intention	0.236	0.233	0.061	3.876	0
Incentives -> Efficacy	0.353	0.35	0.053	6.653	0
Incentives -> Intention	0.273	0.275	0.053	5.144	0
Incentives*Allocentrism -> Intention	0.054	0.062	0.07	0.775	0.219
Knowledge -> Efficacy	0.124	0.126	0.052	2.382	0.009
Knowledge -> Intention	0.02	0.018	0.057	0.342	0.366
Knowledge*Allocentrism -> Intention	0.01	0.002	0.063	0.156	0.438
Label -> Efficacy	0.085	0.083	0.052	1.636	0.051
Label -> Intention	0.143	0.139	0.061	2.338	0.01
Label*Allocentrism -> Intention	-0.06	-0.061	0.084	0.72	0.236
Past Behavior -> Efficacy	0.044	0.044	0.046	0.95	0.171
Past Behavior -> Intention	-0.048	-0.047	0.038	1.245	0.107
Past behavior*Allocentrism -> Intention	-0.008	-0.005	0.046	0.172	0.432
Social -> Efficacy	0.035	0.034	0.042	0.821	0.206
Social -> Intention	-0.009	-0.009	0.059	0.158	0.437
Social*Allocentrism -> Intention	-0.12	-0.123	0.065	1.849	0.032

Appendix I: Labelling for Hybrid Cars in Malaysia

Car Model: Honda Jazz Hybrid

Source: Honda Showroom

Car Model: Honda City Hybrid



Source: Honda showroom

Appendix J: Car Labelling in UK

Fuel Economy

Ford Fiesta 1.4 TDCi ZETEC

CO_2 emission figure (g/km)

<100 A
101-120 B
121-150 C
151-165 D
166-185 E
186+ F

B 117 g/km

Fuel cost (estimated) for 12,000 miles

A fuel cost figure indicates to the consumer a guide fuel price for comparison purposes. This figure is calculated by using the combined drive cycle (town centre and motorway) and average fuel price. Re-calculated annually, the current cost per litre is as follows – petrol 76p, diesel 79p and LPG 36p (VCA 2009).

£662

VED for 12 months

Vehicle excise duty (VED) or road tax varies according to the CO2 emissions and fuel type of the vehicle.

£85

Environmental Information

A guide on fuel economy and CO_2 emissions which contains data for all new passenger car models is available at any point of sale free of charge. In addition to the fuel efficiency of a car, driving behaviour as well as other non-technical factors play a role in determining a car's fuel consumption and CO_2 emissions. CO_2 is the main green house gas responsible for global warming.

Make/Model: **Ford Fiesta 1.4 TDCI ZETEC**
Fuel type: **Diesel**
Engine capacity (cc): **1399**
Transmission type: **6 speed manual**

Fuel Consumption:

Drive cycle	Litres/100km	Mpg
Urban	5.4	52.3
Extra-urban	3.8	74.3
Combined	4.4	64.2

Carbon dioxide emissions (g/km): 117g/km
Important note: Some specifications of this make/model may have lower CO_2 emissions than this. Check with your dealer.

LowCVP
Department for Transport
VCA

Source: Gray (2018)